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Arts 2348-01

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and by appointment

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Project #2: **Sites RGV/ Photo Essay**

The Project

Create a sequential digital narrative (photo essay) about a site/ place in the Rio Grande Valley.

The Objectives

To utilize digital media to say something meaningful and communicate artistic content.

To exploring the power of multiple perspective, image cropping/ compositional framing and focal point in image making.

To begin exploring your immediate surroundings as a source for thought provoking conceptual content.

To critically analyze sequential order in relation to a visual narrative and introducing your content/ establishing viewers attention and gradually leading up to a thought provoking conclusion while maintaining flow/ movement/ progression and a consistent aesthetic (visual style).

To begin exploring the practice of creating a written statement (artist statement) about creative projects regarding content and concept, process, techniques and materials.

The Software Skills (Adobe Photoshop)

Cropping

Color correcting/ adjustments

Image manipulation/ Combining multiple images

The Elements

(10) images total and each image should measure 750 x 500 pixels (horizontal) at 72 ppi and must include the following elements:

- At least two instances of perspective change (height/distance/angle)
- At least one image must be a collage (two or more photographs combined, or you may utilize traditional media to draw, paint, glue, etc...)
- At least one image must be an abstracted or cropped image of your subject matter (it may, if you wish, include one word or **short** phrase that helps to convey the concept, mood or tone of your digital narrative)
- At least one image must utilize color correcting/adjustments or image manipulation

*Note: These elements are minimum. You may always add more instances and use repetition to communicate your overall feel.

The Process

- **Begin with a Brainstorming List** (you will be including this in your process folder)
Come up with a couple of places/ sites you would like to investigate and come up with your narrative (what do you want to say about your site? What aspect(s) about it do you want to convey? What is it about your site that makes it interesting or valuable? How old is it? What is it for? What's unique about it? Who visits or frequents your site? What was it's original purpose? What is it's purpose now? What does it provide? What does it say about the Valley? Is it good or bad? What does it feel like... is it a happy place? positive? dangerous? fun? loney? isolated? over-looked? over-rated? etc...
- **Start documenting your site**
Take LOTS of photos always keeping in mind what it is you are trying to convey. Maybe take your sketchbook and draw or paint your site (for possible use in the collage element)
- **Choose your best photographs** (begin arranging them in a meaningful sequential order)
Write down your thoughts/ feelings about the project as you go along. Think about your process, challenges, insights and techniques and save them to help you write your artist statement.
- **Save your 10 images as jpegs:** "1.jpg, 2.jpg, 3.jpg, 4.jpg... 10.jpg"
- **Write your artist statement** (at least 100 words)
Save as a Word document